

## **Design and Access Statement – Proposed new Shopfront and Awnings**

**Site:** Ludo, 46 Beech Road, Manchester M21 9EG

**Proposal:** Erect 2 replacement awnings and replace/refurbishment of existing shopfront.

### **Background.**



Ludo épicerie is a well know and established delicatessen in the Beech Road/Chorlton-cum-Hardy District Centre and the Wilbraham Road/Edge Lane (Extension) Conservation Area.

The current shopfront has 'evolved' over the years and is a mix and match of materials and finishes with metal cladding, painted brick and tiles and painted timber.

The forecourt has a number of freestanding planters with benches and bike racks for the use of customers and in order to define the forecourt from the adopted highway.



As stated above, the shopfront has a mix of materials and many are now falling into disrepair and need updating/replacing.



Existing painted tiles and entrance.

The existing awnings have now detreated to such an extent that they cannot be operated safely.

Similarly, the painted tiles have started to 'delaminate' from the existing wall and these are all to be removed.

The existing illuminated signage was approved under Express Consent Ref: 046592/AO/SOUTH2/94 | New illuminated fascia sign and refurbishment of the existing signs, and it is intended that the new signage is a straight replacement to that with similar illumination (external) and letter sizes.

The original shopfront dates from the 1980's and was part of consent ref: F17670 | New shop front and extension at rear to form a bottle-store later modified by consent ref:038395 | Change of use from a shop with living accommodation over to a shop with a self-contained flat over with external staircase to entrance of flat, the shop being occupied by Thresher Wine Merchants.

### **The scheme.**

In essence this is very simple and involves the sensitive refurbishment of the existing shopfront, using traditional materials, principally painted and profiled timber.

The use of painted timber is common for shopfronts in the area and the detailing of the fascia and up standings reflects the standards set out in current design guidance, Guide to Development in Manchester Supplementary Planning Document and Planning Guidance and the policies in the Wilbraham Road / Edge Lane Conservation Area.

The whole of the forecourt and the two frontages of the shop, will undergo improvement to help improve the character of the shop frontage and the Conservation Area as a whole.

The awnings have been a traditional feature of many of the shops on Beech Road and the re-instatement of these traditional features will bring back some of the character of the area.

### **Planning Case for the awnings.**

National Policy.

The site is located in commercial area on Beech Road with a mix of commercial uses and residential properties.

The NPPF supports sustainable town centre development in para 86 and states that policies should 'promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;'

Para 81 says 'Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business'.

In this case the refurbishment is to allow the business to recover and trade effectively following the commercial impacts that it has suffered during the pandemic.

In terms of the impact on Historic Assets, Para 194 says The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

Para 202 says 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use'

In this case the development of the new shopfront and signage, will have less than significant harm to the conservation area and will allow the business to secure its optimum viable use and as such is acceptable.

And in para 197, 'In assessing and determining development proposals, local planning authorities should apply the presumption in favour of sustainable development.'

In terms of the new shopfront and awnings, they will have a positive impact and update this key corner site on Beech Road.

### **Summary.**

The National Planning Policy Framework, section 7, promotes the vitality of town centres and is supportive of the principals set out in the Guide to Development in Manchester SPD.

The proposed improvements to the shopfront and awnings are simple in design and will enhance, not detract from the appearance of the building and improve the character of the area, especially the vistas along Beech Road and they will bring interest and vitality for the area.

The applicant is happy for his agent to discuss any issues that may be raised by this application and for him to act fully on their behalf.